

US Army Heritage and Education Center (AHEC)  
Attn: VES  
950 Soldiers Drive, Carlisle Barracks, Pennsylvania 17013-5021

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## **Internship Opportunities 2006-2007 Marketing Plan Development – Regional Media US Army Heritage & Education Center**

**Objectives:** Develop practical marketing skills for use in public history institutions and organizations.

**Background:** The U.S. Army Heritage & Education Center (AHEC) enjoys an excellent relationship with local media for all our events, but wishes to expand to regional and national markets.

**Requirement:** Develop a marketing plan for regional and national press outlets to entice them to use AHEC facilities.

**Support:** AHEC will provide information and contacts for events that have been completed here recently, and information on future events.

**Product:** Student will produce a marketing plan and press kit which will be used to approach regional and national media. This plan should be flexible enough to be used for a variety of different events, including lectures and public events.

**Applicability:** This internship is applicable for either public history or marketing majors.

**Contact:** Michael E. Lynch, Education Coordinator, (717) 245-3803  
[michael.lynch@carlisle.army.mil](mailto:michael.lynch@carlisle.army.mil) .